

COMMUNITY OUTREACH

The months of July, August and September drew smaller in person crowds due to ICE concerns, but the spirit of the community wasn't shaken as those who showed up were there in full force.

INDEPENDENCE DAY EVENT (JULY 3RD)

We saw less traffic at Bagdouma Park, but noticed many cars parked along the perimeter to take in the fireworks and purchase concessions from food trucks along the street.

Strategies implemented:

- Added the event to the calendar on **Coachella.org**
- Created an **event listing** on **Coachella.org** and **Facebook**
- **Organic social media posts** on Facebook, Instagram and NextDoor
- Billboards - rotary (English), in city (Spanish)

Media Coverage Secured:

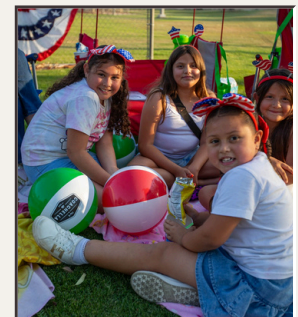
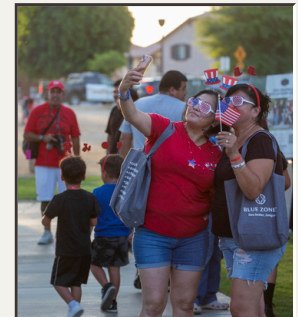
GCVCC - <https://gcvcc.org/coachella-to-host-annual-independence-day-event-this-thursday-at-bagdouma-park/>

Desert Sun - <https://www.desertsun.com/picture-gallery/news/local/indio/2025/07/05/indio-hosts-the-independence-day-bash-at-the-empire-polo-club/84477481007/>

Patch - <https://patch.com/california/coachella-ca/calendar/event/20250703/597983a9-9b49-4e3d-992d-f65962d0321d/coachellas-family-friendly-independence-day-celebration-and-fireworks-show>

News Channel 3 - <https://kesq.com/news/news-headlines/2025/07/01/2025-fourth-of-july-weekend-events-around-the-coachella-valley/>

El Informador Del Valle - <https://www.elinformadordelvalle.com/post/coachella-celebrar%C3%A1-el-d%C3%ADa-de-la-independencia-el-3-de-julio>



UCR EXTENSION COACHELLA BUSINESS PROGRAM GRADUATION (AUGUST 8TH, 10AM)

The Public Information Department helped coordinate a program and outreach to the media to promote the first graduating class in Coachella from both business programs offered in conjunction with UCR's Extension Program.

Media Coverage Secured:

Desert Sun -

<https://www.desertsun.com/story/news/education/2025/08/17/coachella-valley-education-palm-desert-ucr-mccallum/85601597007/>

NBC Palm Springs -

<https://www.nbcpalmsprings.com/2025/08/13/coachella-ucr-extension-expand-free-business-courses-to-empower-local-entrepreneurs>

Desert Local News -

<https://desertlocalnews.com/article/from-coachella-to-ceo-local-graduates-step-into-business-brilliance/tab/1154>

Newsbreak -

<https://www.newsbreak.com/nbc-palm-springs-298461496/4173902399405-coachella-ucr-extension-expand-free-business-courses-to-empower-local-entrepreneurs>



Business Readiness &
MicroMBA Programs

WELL 20 LETTER

The Public Information Department worked closely with the Utilities Department to draft a letter regarding potential noise disturbance caused by the drilling of Well 20. Our department also developed an infographic to highlight the main project phases for this project from start to finish.



August 26, 2025

To Our Valued Residents,

The City of Coachella's Utilities Department which oversees water operations, is committed to providing safe, reliable water service to our growing community. As part of this effort, we are moving forward with the construction of Well 20, located along Van Buren in Pyramid Ranch.

Well 20 is being developed to meet the increasing water demands of our community as new development continues in Coachella, including Pyramid Ranch. This project is an important investment in the City's future and will help ensure that we can provide reliable water service to both current and future residents.

Mobilization is scheduled to begin on Thursday, August 28, 2025, with work anticipated to continue through February 2026. During this period, you will experience occasional construction-related noise, but at certain stages of the project, work will take place around the clock, which may cause additional disruption. *For your convenience, we have enclosed an at a glance timeline and exhibit of the construction area.*

We understand the impact that extended construction hours and noise may have on your daily life, and we want to assure you that we are taking steps to minimize these effects. The city is installing a sound wall at the construction site to help contain noise and reduce disturbances to the surrounding neighborhood.

We sincerely appreciate your patience and understanding as we complete this important project. We recognize that construction activity may cause inconvenience, and we are committed to keeping you informed along the way. If you have questions or would like additional information, please contact Edith Beltran, Utilities Department Assistant at (760) 501-8100, ext. 104 or edbeltran@coachella.org.

Thank you for your cooperation and for being a valued member of the Coachella community.

With appreciation

Cesário K. M. L.

Castulo Estrada
Utilities Director
City of Coachella



Well 20 Project Timeline/ Calendario de Proyecto



Have questions? Contact contact Edith Beltran, Utilities Department Assistant at (760) 501-8100 or edbeltran@coachella.org.

¿Tiene alguna pregunta? Póngase en contacto con Edith Beltran, asistente del Departamento de Servicios Públicos, por (760) 501-8100 o edbeltran@coachella.org.

EL GRITO CEREMONY (SEPTEMBER 14TH, 5PM)

The Public Information Department worked closely with our Economic Development Development Director and Telemundo/KUNA to promote this year's El Grito ceremony that was broadcast live at Fantasy Springs Casino. Our rationale for the shift from our original event format was **to prioritize the safety of our residents, while preserving the spirit of the ceremony.**

We invited the community to attend in person, but also encouraged our residents to tune in as an option.



NEW FINANCE DIRECTOR ANNOUNCEMENT

A press release was developed and distributed announcing the appointment of Lincoln Bogard as Coachella's new Finance Director. In anticipation of this announcement, the Public Information Department arranged for executive headshots for Lincoln and all newly appointed directors to be used for promotional purposes, and for the City website.

Media Coverage Secured:

NBC Palm Springs –

<https://www.nbcpalmsprings.com/2025/08/20/city-of-coachella-names-lincoln-bogard-as-new-finance-director>

NBC Palm Springs Facebook page -

<https://www.facebook.com/nbcpalmsprings/posts/the-city-of-coachella-has-appointed-lincoln-bogard-cpa-cfe-as-its-new-finance-dj/1185416166940863/>

NBC Palm Springs X page -

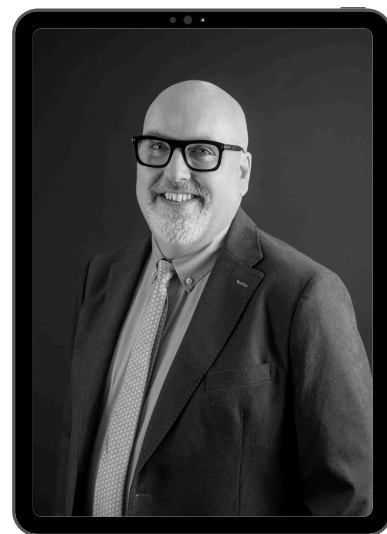
<https://x.com/NBCPalmSprings/status/1958296392809550033>

KESQ - <https://kesq.com/news/2025/08/20/city-of-coachella-appoints-new-finance-director-after-years-long-search/>

Newsbreak - <https://www.newsbreak.com/nbc-palm-springs-298461496/4186352376734-city-of-coachella-names-lincoln-bogard-as-new-finance-director>

Public CEO - shared KESQ article link

El Informador - [https://elinformadordelvalle.com/so/08PZpGwTI/c?
w=KXz0iZKXb0fC4V4xuNttEFX79cxJjoRz9dXVop5JupA.eyJ1ljoiaHR0cHM6Ly93d3cuZWxpbmZvcmlhZG9yZGVsdmFsbGUuY29tL3Bvc3QvbGEtY2l1ZGFkLWRILWNvYWNoZWxsYS1ub21icmEtYS1saW5jb2xuLWJvZ2FyZC1jb21vLW51ZXZvLWRpcmVjdG9yLWRILWZpbmFuemFzliwicil6ljM0OGZmZTk4LTl2ZjltNDNIMC1hYzhmLTM3ZWVmZGFkNjNIYyIsIm0iOiJtYWlslwiYyI6lj.Q1MTNIzDIwLWRIMGEtNDNIMC1hNmZmLTNIjZhNGE2Y2U1OCJ9](https://elinformadordelvalle.com/so/08PZpGwTI/c?w=KXz0iZKXb0fC4V4xuNttEFX79cxJjoRz9dXVop5JupA.eyJ1ljoiaHR0cHM6Ly93d3cuZWxpbmZvcmlhZG9yZGVsdmFsbGUuY29tL3Bvc3QvbGEtY2l1ZGFkLWRILWNvYWNoZWxsYS1ub21icmEtYS1saW5jb2xuLWJvZ2FyZC1jb21vLW51ZXZvLWRpcmVjdG9yLWRILWZpbmFuemFzliwicil6ljM0OGZmZTk4LTl2ZjltNDNIMC1hYzhmLTM3ZWVmZGFkNjNIYyIsIm0iOiJtYWlslwiYyI6lj.Q1MTNIzDIwLWRIMGEtNDNIMC1hNmZmLTNIjZhNGE2Y2U1OCJ9)



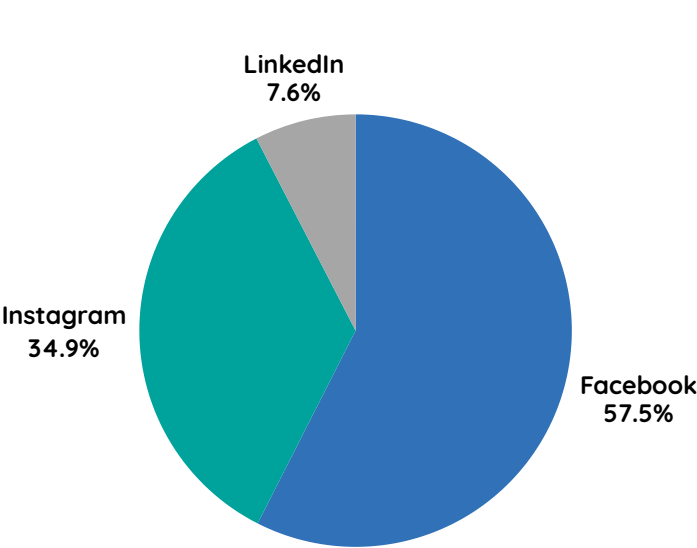
GLOSSARY OF TERMS

- **IMPRESSIONS** - An impression is counted as the number of times an instance of an ad is on screen for the first time. (Example: If an ad is on screen and someone scrolls down, and then scrolls back up to the same ad, that counts as 1 impression).
- **CLICKS** - The number times that something is selected within the ad, by pressing a button or touching a screen.
- **REACH** - The number of unique accounts that saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same accounts.
- **CLICKTHROUGH RATE (CTR)** - is calculated as the number of clicks divided by the number of impressions.
- **VIEWS (OPENS)** - measure how many people opened up your email and looked at it.

SOCIAL MEDIA UPDATE

Breakdown of Followers: Q3 (July - September 2025)

The City continues to experience a steady increase in organic social media growth across the board, all prompted through the consistent posting of relevant content for residents and other followers of our pages.



% of Growth :

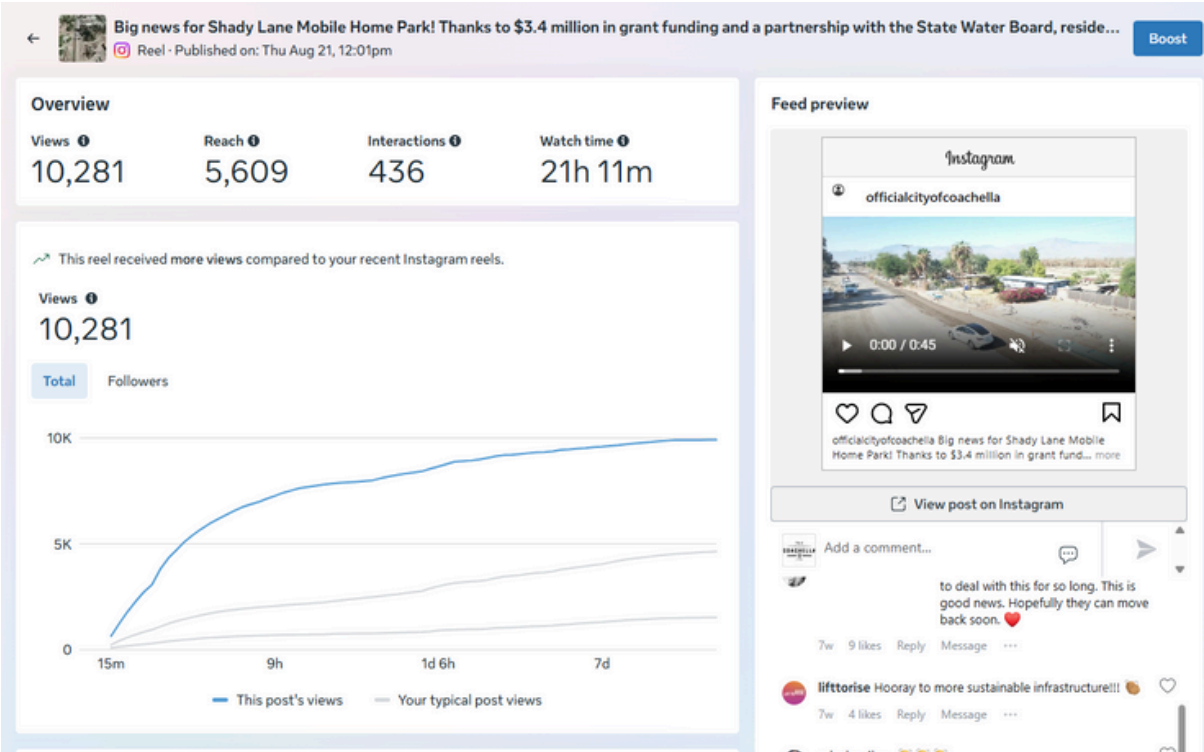
- Facebook:** 14,733 followers - 1.55% growth
- Instagram:** 8,954 followers - 6.04% growth
- LinkedIn:** 1,944 followers - 7.64% growth

FOLLOWER COMPARISON CHART - CITY BY CITY

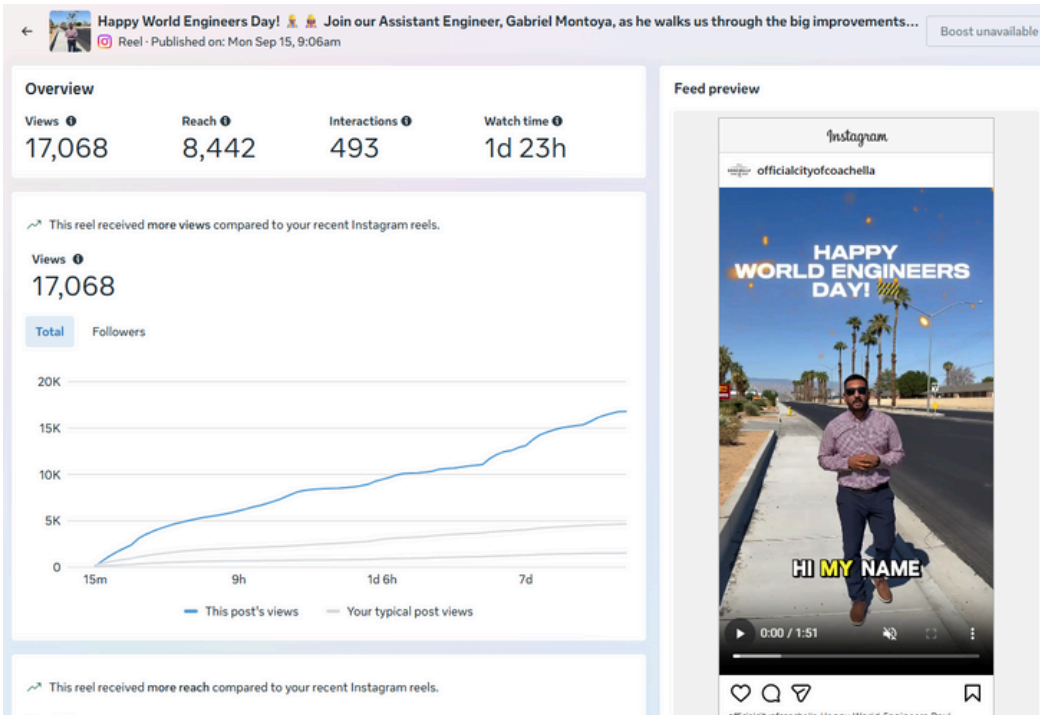
	COACHELLA	INDIO	LA QUINTA	PALM DESERT	PALM SPRINGS	INDIAN WELLS	RANCHO MIRAGE	CATHEDRAL CITY
Instagram	8,954	29.6k	15.4k	2,407	8,876	15.3k	N/A	3,272
Linkedin	1,944	2,553	1,303	2,085	2,589	506	148	1,465
Facebook	14,733+	32,311+	59,791+	7,100+	23,358+	2.4k+	4,446+	16,293+

TOP 5 SOCIAL MEDIA POSTS

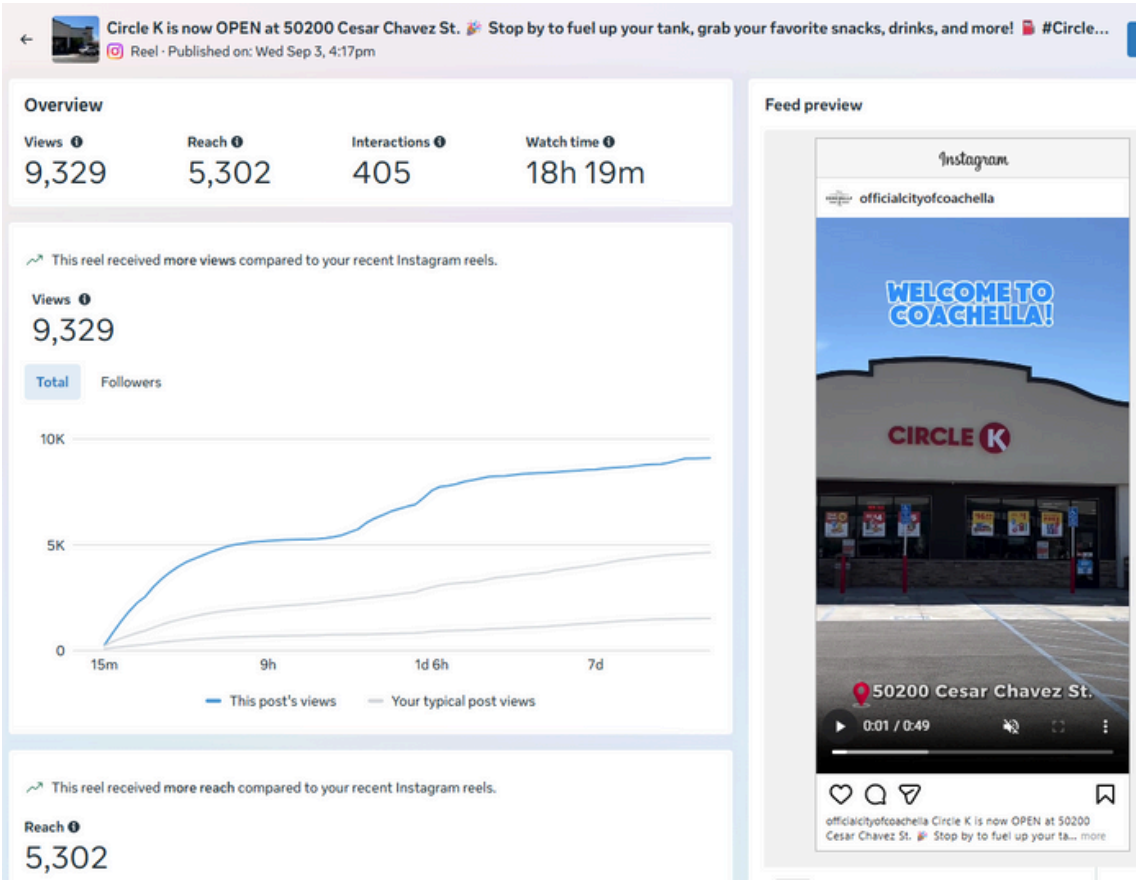
1. Shady Lane Mobile Home Park Septic to Sewer Conversion



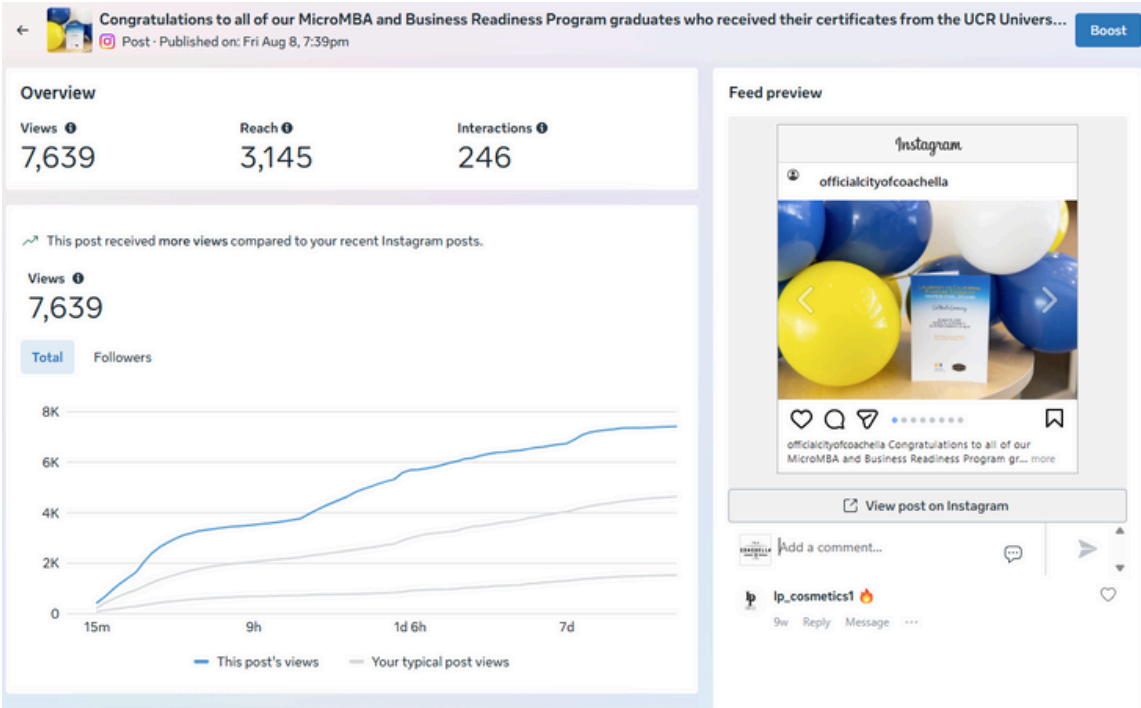
2. Engineers Day // Ave 52 Asphalt Project



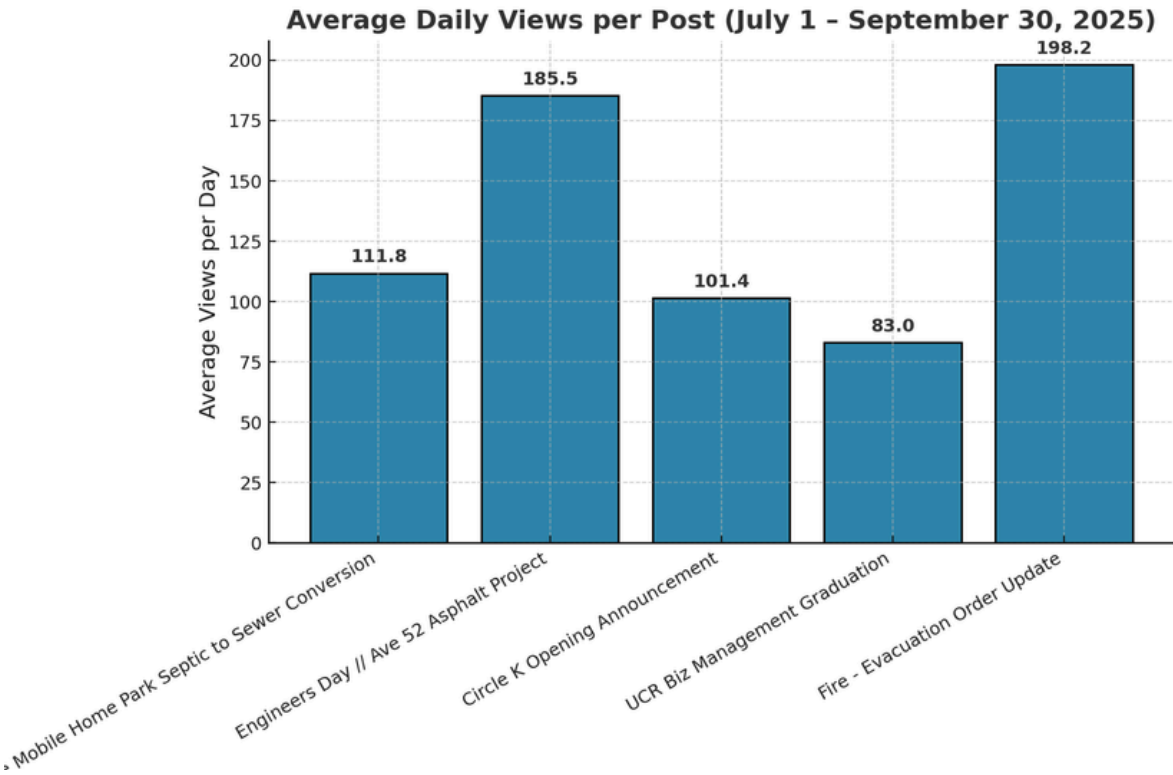
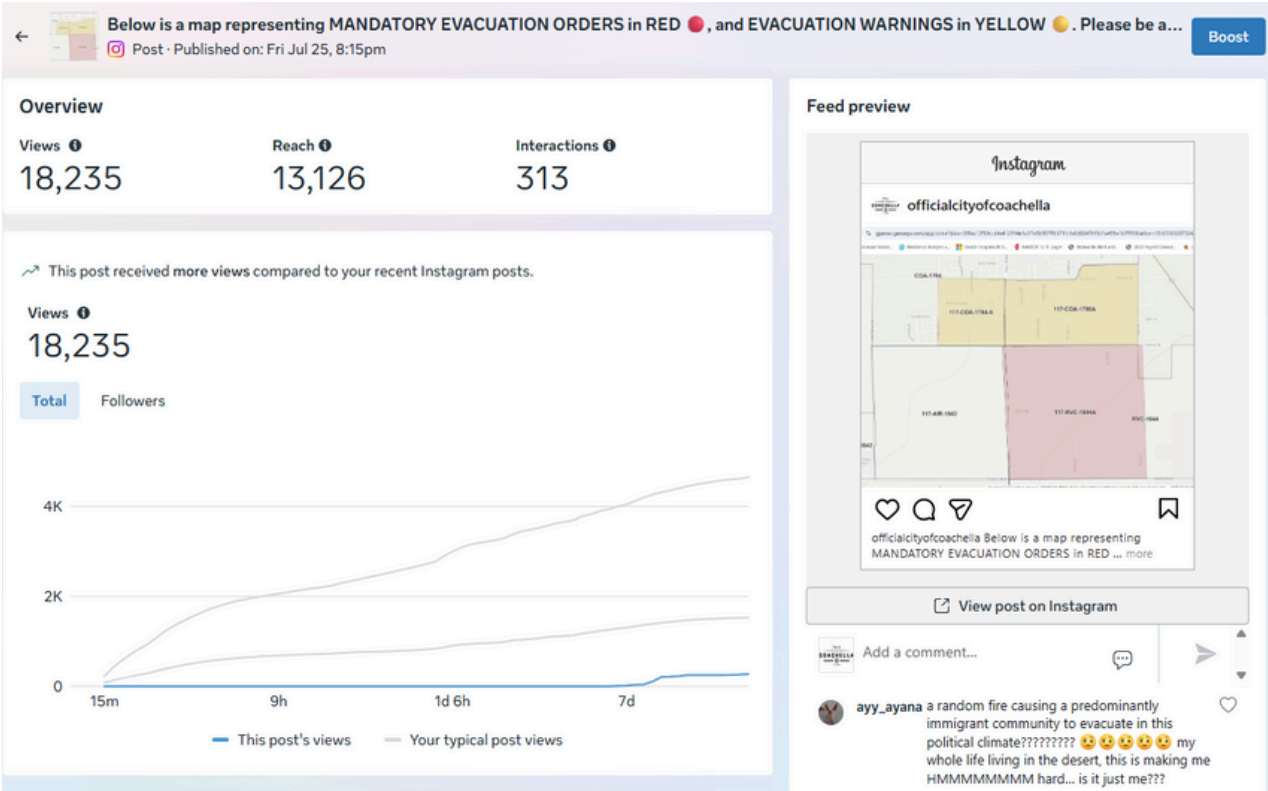
3. Circle K Opening Announcement



4. UCR Biz Management Graduation

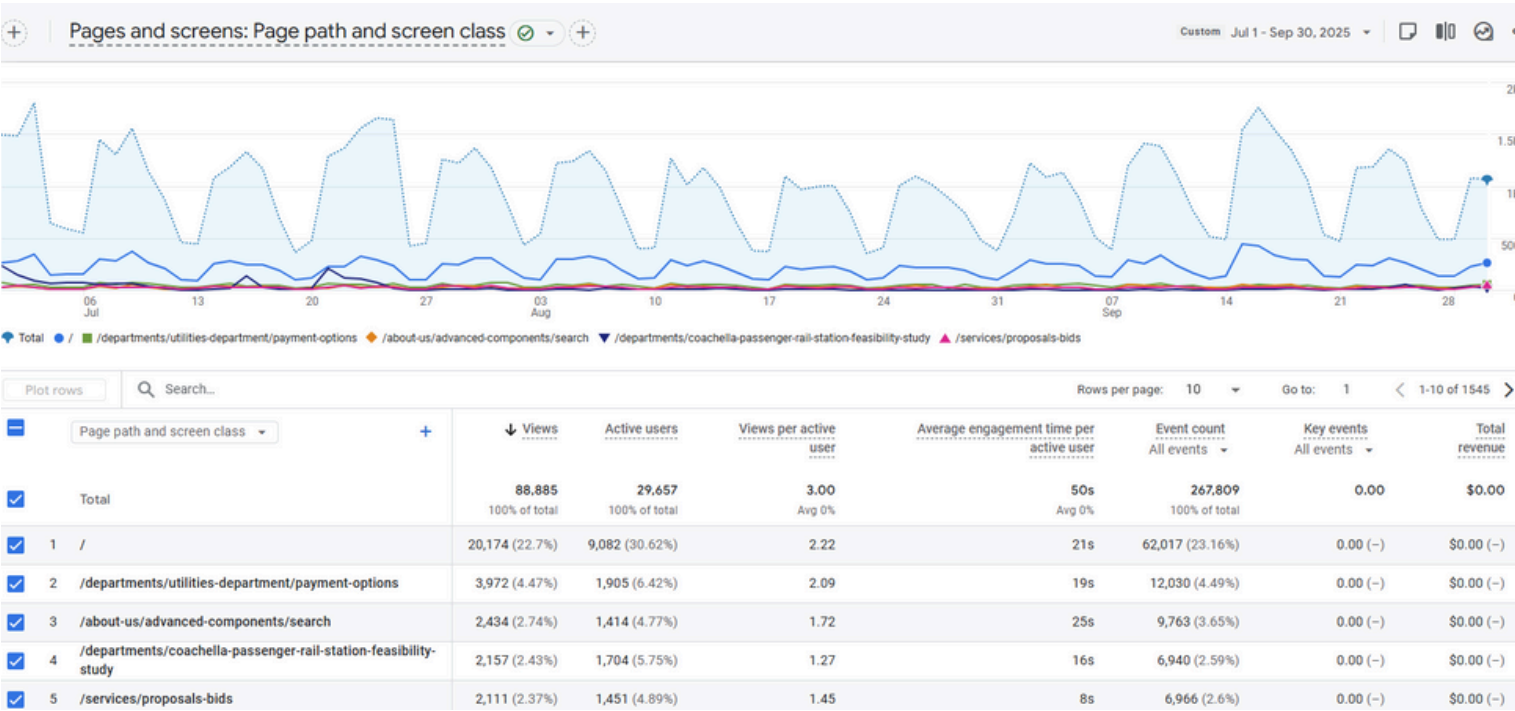


5. Fire - Evacuation Order Update



WEBSITE ANALYTICS

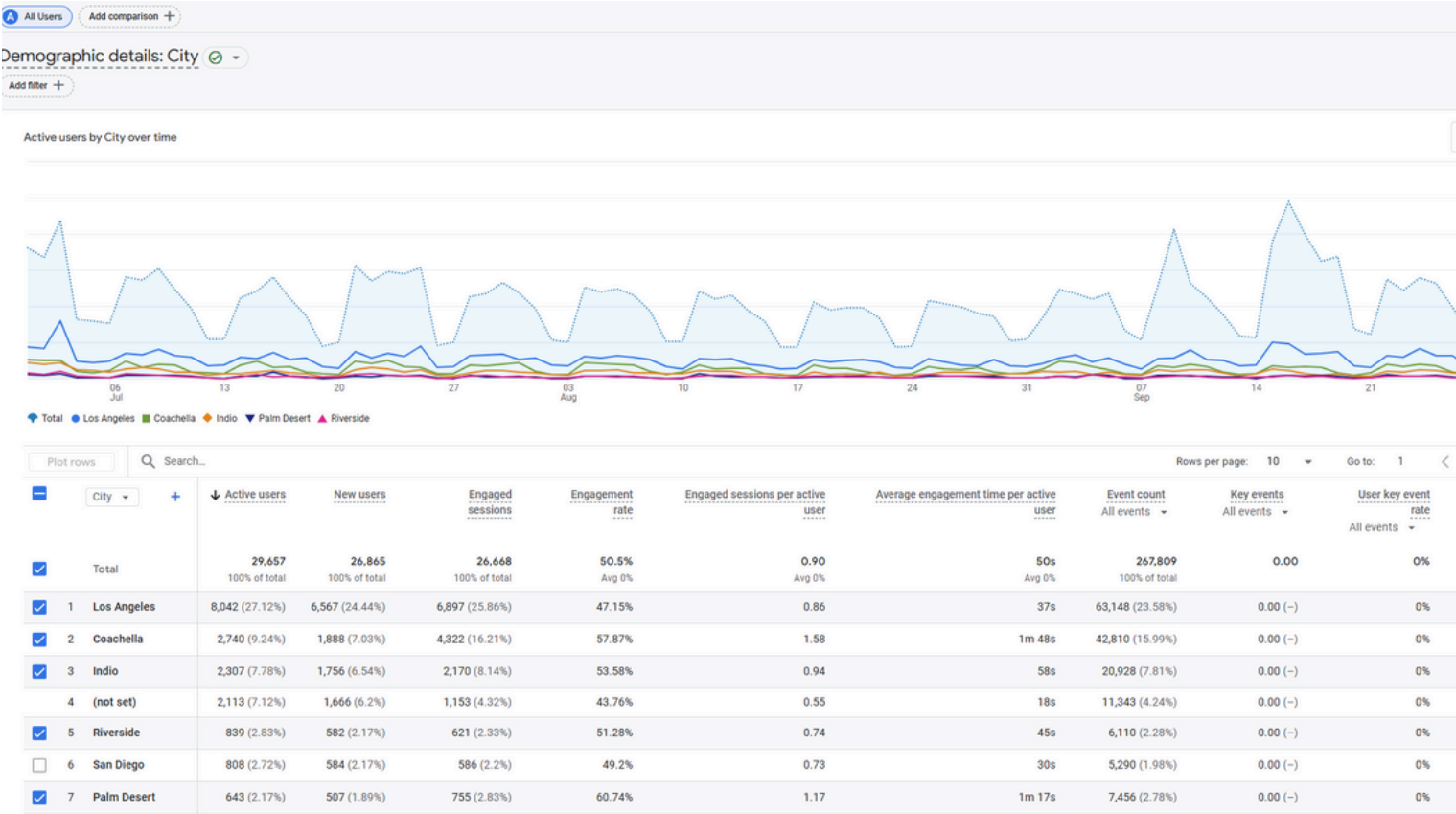
Top Pages Visited:



1. Coachella, CA (Home Page)
2. /departments/utilities-department/payment-options
3. /about-us/advanced-components/search
4. /departments/coachella-passenger-rail-station-feasibility-study
5. Bids & Proposals | Coachella, CA

WEBSITE ANALYTICS

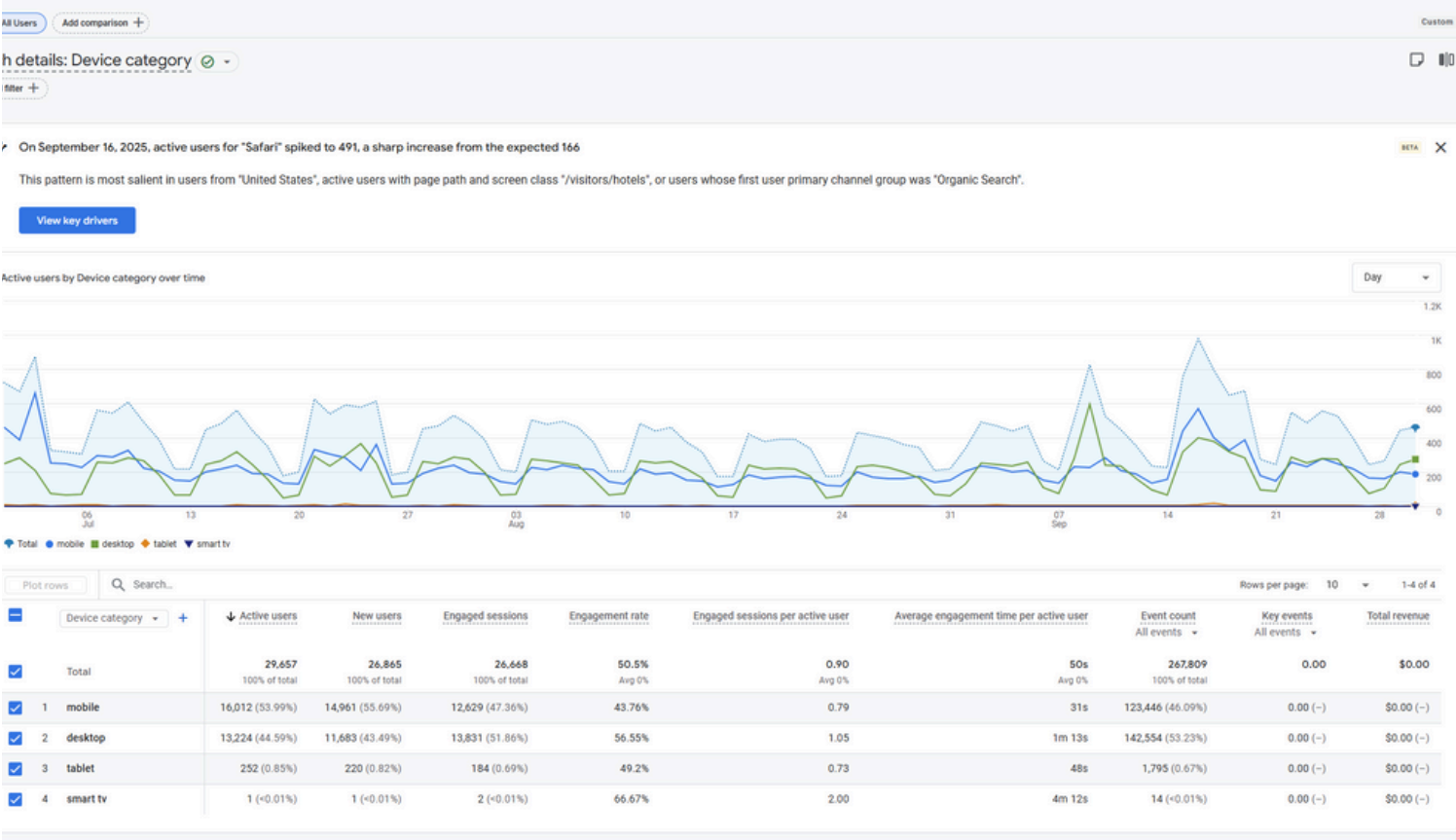
Demographic Details (website visitors):



- 1. Los Angeles - 8,042 visitors
- 2. Coachella - 2,740 visitors
- 3. Indio - 2,307 visitors
- 4. Riverside - 839 visitors
- 5. San Diego - 808 visitors

WEBSITE ANALYTICS

Devices used to view the website:



- 1. Mobile/Phone - 16,012 sessions
- 2. Desktop - 13,224 sessions
- 3. Tablet - 252 sessions
- 4. Smart TV - 1 sessions



RESIDENT NEWSLETTER

An Immigration Resource Guide was published in place of our Resident Newsletter in early July, highlighting tools and resources to help residents navigate the immigration process, access local support services, and stay informed. These resources were offered as part of the City's ongoing efforts to support our community.

The newsletter continues to serve as a platform for sharing important updates, celebrating community achievements, and providing helpful resources in both English and Spanish to ensure inclusivity and engagement.

On average a successful open rate is typically in the range of:

- 20-30% for most industries.
- Higher (30-40%) for niche industries or highly engaged audiences.

Our resident newsletter averaged **an open rate of 42.5%** as it was emailed twice in both English and Spanish.

A successful click rate (the percentage of recipients who click on a link in your email) for a newsletter depends on the industry and audience engagement but generally falls within these ranges:

- 2-5%: Average across most industries.
- Higher (5-10%): Indicates strong engagement, particularly for niche or highly targeted audiences.


Our resident newsletter **averaged a click rate of 3.4%** as it was emailed twice in both English and Spanish.

Below are more details pertaining to our newsletter analytics via MailChimp.

NEWSLETTER ANALYTICS

English Newsletter (Most Engagement):

Immigration Resource Guide

View email 

Recipients

Audience

Subject

Status

810

City of Coachella

Coachella Strong: Local Immigration Support & S...

Sent

Thu July 10, 2025 10:30 am

Overview

Click performance

Recipient activity

Ecommerce

Content Optimizer

Social


More

Filter by recipient status

Sent


Recipient activity summary

July 10, 2025 - October 14, 2025




Total sends

810



Delivery rate

99.1%



Click rate

3.7%



Open rate

42.3%

Below are the links that received the most clicks in the English newsletter:

- 1. <https://www.ilrc.org/red-cards-tarjetas-rojas#item-4477>
- 2. <https://www.coachella.org/>
- 3. <https://todec.org/wp-content/uploads/2025/02/CA-Sa...>
- 4. https://docs.google.com/forms/d/e/1FAIpQLScQxrDNOnHerPG6PVWeesdLRj3fn7Blwe_ZWXROY3q33ymxCQ/viewform
- 5. <https://todec.org/wp-content/uploads/2024/11/Caregiver-Affidavit-y-Plan-Familiar-Family-Plan-Caregiver-Affidavit.pdf>

NEWSLETTER ANALYTICS

Spanish Newsletter:

Spanish Immigration Resource Guide

[View email](#)

Recipients

Audience

Subject

Status

809

City of Coachella

Coachella Fuerte: Apoyo y Servicios de Inmigrac...

Sent

Thu July 10, 2025 10:45 am

Overview

Click performance

Recipient activity

Ecommerce

Content Optimizer

Social

More

Filter by recipient status

Sent

Recipient activity summary

July 10, 2025 - October 14, 2025

Total sends

809

Delivery rate

99.3%

Click rate

3.2%

Open rate

42.7%

Below are the links that received the most clicks in the Spanish newsletter:

- 1.<https://www.coachella.org/>
- 2.<https://www.ilrc.org/red-cards-tarjetas-rojas#item-4477>
- 3.<https://todec.org/wp-content/uploads/2025/02/CA-Safe-Schools-Escuelas-Seguras-en-California1.pdf>
- 4.<https://todec.org/wp-content/uploads/2024/11/Caregiver-Affidavit-y-Plan-Familiar-Family-Plan-Caregiver-Affidavit.pdf>
- 5.https://docs.google.com/forms/d/e/1FAIpQLScQxrDNOnHerPG6PVWeesdLRj3fn7Blwe_ZWXROY3q33ymxCQ/viewform